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Planning

Media Monitoring & Analysis

Wales And West Utilities

F04: Periodic indicative notice – utilities

Periodic indicative notice only

Notice identifier: 2024/S 000-032434

Procurement identifier (OCID): ocds-h6vhtk-04a72a

Published 9 October 2024, 2:00pm

Section I: Contracting entity

I.1) Name and addresses

Wales And West Utilities

Wales & West House, Spooner Close, Coedkernew

NEWPORT

NP108FZ

Contact

Bec Jones

Email

bec.jones@wwutilities.co.uk

Telephone

+44 7969844468

Country

United Kingdom

Region code

UKL21 - Monmouthshire and Newport

Companies House

05046791

Internet address(es)

Main address

<https://www.wwutilities.co.uk/>

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<https://sourcing4wwwu.bravosolution.co.uk/web/login.html>

Additional information can be obtained from the above-mentioned address

I.6) Main activity

Production, transport and distribution of gas and heat

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Monitoring & Analysis

Reference number

WWU1327

II.1.2) Main CPV code

- 79300000 - Market and economic research; polling and statistics

II.1.3) Type of contract

Services

II.1.4) Short description

We need comprehensive media monitoring and social listening services, providing reputation and sentiment analysis to help us identify the most relevant commentary across the fullest range of media and social channels. Wherever Wales & West Utilities (WWU) is being mentioned, we need to know about it and we need to understand whether our audience is talking positively or negatively about us and where we stand among the noise.

We need access to real time information and clean data to help inform our communication campaigns, media engagement and stakeholder strategies. Data is vital to us in understanding the needs of our customers and monitoring customer feedback is integral to the work we do. Overall, we need a service that provides us with the information and data we need to get ahead of emerging trends across our industry and the energy sector as a whole.

Requirements:

- 24/7 multi-channel media monitoring covering broadcast, print media, online news, and social media across the UK
- Daily reports of the main media stories and mentions with links to original content, delivered to specified in-boxes each day, 7 days per week
- Real time news coverage and alerts for breaking news stories and conversations relevant to

our business

- Monthly 'Executive-ready' reports, analysis and recommendations
- Integrated media licensing for digital access to original content, if possible
- Social listening to provide insights into stakeholder and customer sentiment about WWU to help inform business strategies and enhance customer service (unified customer management functionality)
- Access to day-to-day brand monitoring and analysis
- Ability to visualise complex data including charts and graphs
- User friendly and intuitive digital platform/dashboard for customisable self-analysis and for searching for relevant news items
- Assigned account manager to develop full appreciation of our business needs and to identify reputational risks and opportunities
- Integrated function to run tagged social media campaigns
- Ability to respond to comments and messages via the platform, as well as assign tasks and schedule social media and PR releases
- Multiple product licenses to engage colleagues across the business

Metrics and analysis:

- Volume of mentions and potential reach of mentions of WWU across multiple channels
- Share of voice per platform: Identifying where our brand is being mentioned to help us identify where we should focus our time and energy
- Sentiment analysis to understand how WWU is being perceived in discussions online, broken down by key variables including social media platform
- Trends analysis: The most common topics associated with WWU
- Top publications: The publications that are talking about our brand the most
- Top location: Where our brand mentions are originating from
- Top influencers and journalists: Who mentions our brand, products and/or key stakeholders

- Industry benchmarking and comparisons across a range of metrics

II.1.5) Estimated total value

Value excluding VAT: £320,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 72310000 - Data-processing services
- 79310000 - Market research services
- 79330000 - Statistical services
- 79340000 - Advertising and marketing services
- 92400000 - News-agency services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Expression of Interest

Participants wanting to participate in this sourcing activity must confirm their expression of interest and ability to provide the service required by e-mailing:

Bec.Jones@wwutilities.co.uk

Please include the following information in your email:

- 1) Full company name;

2) Main contact details (name, job title, email address, and telephone numbers).

Please note the tender will be run via our procurement portal Bravo which requires suppliers to be registered to participate, failure to register will result in the supplier not being able to participate in the sourcing event. You can register for Bravo here -

[sourcing4www.bravosolution.co.uk](https://www.bravosolution.co.uk). In your expression of interest, please also include -

3) Bravo registered email address and contact name.

II.3) Estimated date of publication of contract notice

1 December 2024

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of expressions of interest

Date

30 October 2024

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English